

Preparation - what you need and setting expectations

What you need:

During this course I will be pointing you to some valuable resources - most of them are free

Right now though, you will need the following:

- A laptop or desktop computer
- An Internet connection
- A spreadsheet program (Excel, or Google Docs)
- A notepad program (All Windows and Macs have some sort of notepad installed by default)
- At least 5 hours a week spare (more is better)

Managing Expectations:

Selling on Amazon is not a 'get-rich-quick' scheme. It's a process and there are no shortcuts. However, there are some very powerful strategies, tips and tricks that can dramatically speed up your success. You will learn these as part of this course.

That being said...

It may take 2-3 months to start generating REGULAR sales

It may take 3-4 months to get a product listing truly established

Until your listing is established, sales and profits will fluctuate. It's possible this might happen sooner and if it does, consider it a bonus, but don't expect it.

The most work is put in at the beginning. Once a listing is established, it only needs a minimum amount of work and time to maintain

There will be days (and weeks even) where you feel like you are getting nowhere. However, you ARE, it just takes a bit of time to see the results! It can look like nothing is happening despite your efforts. Then all of a sudden, BOOM!

It's not unusual to go from just a couple of sales a day, to 10-20 sales a day virtually overnight. 20 sales a day is not a lot in the big scheme of things, but it's enough to make you a net profit of around \$700 - 1000 a week based on the criteria laid out in this course for choosing a product to sell. Of course this is just the beginning, but you need to get this far before you can start thinking about scaling up to the big money.

The Snowball Effect

As with all worthwhile ventures, at first it will be a bit like pushing a snowball up a hill. Once you get it to the top of the hill, it starts to roll down the other side and pick up speed. As it does, it gets bigger and bigger and faster and faster. This effect is more powerful on Amazon, than any other business model I know of. Once you reach that tipping point, **turnover can double in a matter of a couple of months and then double again just as quickly.**

So what's the tipping point? It's not exactly the same for every product and every category on Amazon, but as a rule of thumb, it's generally between \$10,000 and \$20,000 per month in revenue. Assuming a 40% profit margin, that would mean you are earning \$4000 - \$8000 per month*. Profit margins will vary depending on the product you are selling and there's nothing wrong with a profit as low as 20%. There are ways to increase that as time goes on.

*Amazon pays sellers bi-weekly and there is no waiting period. For example, if you were due to be paid on the 15th of the month, you would be paid for the two weeks up until the 14th of the same month.

We've covered the basic things you need in order to get started and we've talked about what to expect when you start your journey to become a profitable Amazon seller. Next up read the short article on how to decide which Amazon marketplace to sell on.